



PREPARED FOR THE URBAN DESIGN COMMISSION

Project Address: 5007 Femrite Drive

Application Type: Sign Exceptions to the Mounting Height and Sign Area Requirements in Urban Design District (UDD) 1
UDC is an Approving Body

Legistar File ID #: [93213](#)

Prepared By: Jessica Vaughn, AICP, UDC Secretary

Background Information

Applicant | Contact: Wade Vincent, Sign Art Studio

Project Description: The applicant is proposing to install three walls signs. Each will be mounted at a height that is above the UDD 1 mounting height requirements (18 feet) at just under 37 feet, and one sign is larger in size than the UDD 1 wall sign requirements allow (72 square feet) at 74.48 square feet.

Project Background: In 2025, the UDC granted final approval of the existing building, which is a one-story, precast concrete, 55,000 square-foot building with approximately 10,000 square feet of office space, and surface parking stalls (Legistar File ID [86819](#)).

Approval Standards: The UDC is an **approving body** on this request. UDD 1 Sign Requirements ([MGO 33.24\(8\)c.4](#)), state that the Urban Design Commission may approve exceptions to the height and area limitations based on the following criteria:

- A. An exception from the height or area limitation is necessary for a sign located on the site of an establishment to be identifiable and legible from the nearest roadway at prevailing speeds; and
- B. An exception from the height or area limitation will result in a sign more in scale with the building and site and will result in a superior overall design.

Summary of Design Considerations

Project Site Location. The project site is located at the southeast corner of the intersection of Femrite Drive and Dairy Drive. Generally, development in this area is more industrial in character.

Existing Signage. There is no existing signage on the building.

Summary Sign Code Requirements and Proposed Signage. Pursuant to MGO 31, Sign Code, wall signage is permitted on qualifying elevations, which include street-facing elevations, as well as those elevations that are adjacent to a parking area. In this case, qualifying elevations for signage include the north (Femrite Drive), west (Dairy Drive) and south (parking lot adjacent) elevations. The proposed signage will be located on these qualifying elevations.

Pursuant to MGO 31, the maximum sign size would be based on the smaller of 30% of the signable area, or 120 square feet in size. In this case, the maximum size sign for the wall signs on the north and west elevations would be 120 square feet and on the south elevation, 77 square feet because the signable area is significantly smaller.

While all three of the proposed signs comply with MGO 31 size limitations, UDD 1 has a sign size limitation of 72 square feet. The proposed sign on the south elevation is in excess of 72 square feet at 74.48 square feet.

While there is not a mounting height limitation in the Sign Code, there is a mounting height limitation of 18 feet in UDD 1. All three of the proposed signs will be mounted at a height of 36' 6".

Summary of Staff Analysis. A signage exception is required because the proposed signs are mounted higher on the building than what is permitted in UDD 1 and one sign is larger than what is permitted in UDD 1.

Staff believe that the approval criteria have been met and are supportive of the proposed signage given that:

- The proposed wall signs are significantly smaller in size than what would ultimately be allowed by the Sign Code,
- The proposed signs are of a high-quality design aesthetic with individual channel lettering, and
- If the signs were mounted to comply with the height limitations in UDD 1, the signs would not be as well-integrated with the architectural design of the building,
- As noted in the submittal materials, while an above-canopy sign was explored, due to structure limitations in the canopy, that sign type was not feasible, and
- The increased mounting height was found to be necessary for business identification purposes, especially along Femrite Drive where the building is setback further from the street, as well as the limited visibility from the street-level when approaching the site from the south and west.